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COACHING AND TRAINING SKILLS PARTICIPANTS OF PKH PROGRAM IN DEVELOPING POTTERY PRODUCTS AT TONDOWULAN VILLAGE, PLANDAAN, JOMBANG

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Abstract

The purpose of coaching and training skills for low-economy families, especially those incorporated of the PKH Social Funds conducted by the social department of Jombang regency is to improve economic income and family welfare. This coaching and training skills attended by 25 participants that consists of recipient of PKH program form social ministry: 1) Woman family head, 2) Woman who has productive economic business. This training used some methods such as lectures, interview, practice producing pottery with designs. The expected outcomes: 1) The participants have demonstrated the desire to develop and manage the business with the intention to attract customers and increase the income of families and village societies, 2) participants who have a business to respond to know and apply the right marketing strategy for their business continuity, and 3) Participants got new knowledges to produce some pottery designs which currently in demand market.

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1. Introduction

National development aims to improve the quality of human resources and realize the societies welfare. It has been proved that 65% of economics wheels in Indonesia are boosted by the economic activities carried out by medium industries and micro business (called: IKM) from various economic sectors. 35% of economic rotation carried out by the large business scale of various sectors. This can be used as basis by the central and local governments to create various programs that are able to encourage the solid business crew and it can develop some conditions during pandemic Covid-19. Efforts to increase human resources based on the potential of natural resources in each region with various diversity based on the interests of the business crew are appropriate measures to identify the potential and development of public interest for entrepreneur.

Tondowulan village has a good natural potential especially the soil characteristics since long ago had a product and development of pottery products is the limelight of society elements. Therefore, the need for coaching and skills training of producing the pottery crafts with various designs to expand the marketing segments. Given the many products that must be developed by adjusting the target market then the improvement of quality and skills of human resources is needed. In order to follow up the poverty alleviation program, the social department of Jombang regency took a role in emphasizing the increased income for low-economic societies that is the recipients of PKH program from the social ministry in effort to optimize the various synergies of the program, to provide coaching and training skills as a means to support the creation of small business climate in the poor societies especially the recipients of social funds from the government.

The process of forming a joint business group (called: KUBE) among PKH participants was purposed to create integrated line of business from the downstream, so the program escorts are obligated to open the access in the provision of raw materials, the efficient of product system, unique designs based on the local wisdom and information technology. It is purposed to be the outcome of pottery products from Tondowulan village, Jombang has maximum competitiveness. The product innovation results are expected to obtain a substantial market response so as to increase public income and boost the wheels of the regional economy.

2. Methods of implementation

The dedication program aims to give the comprehension about the business management, design development, management systems to increase the development and business continuity for small and medium industry.

a. Time and Place

The dedication program implemented on :

No	Date	Activities	Place
1	21 st November 2019	Coaching and training skills of pottery crafts	The village office of Tondowulan, Plandaan, Jombang

b. Participants

- 1) The participants of coaching and training skills of pottery crafts are 25 people from Plandaan, Jombang.
- 2) the participants are: 1) The recipients of PKH program, 2) People who has productive economic business.

c. Training Method

The coaching of productive economic business applied by giving the training and practicing pottery products. Generally, the program shared some materials, consists of: 1) Guidance from the head of Social Department from Jombang regency about the important of carrying the business out. 2) Giving the training about the productive economic business and marketing strategy, and 3) Practicing the pottery production. The



training method used lectures and question session about the forward business or already business. Then, for the practice is doing after delivering the materials.

3. Result and Discussion

Generally, the productive economic business was running smoothly. The topic delivered in the form of: 1) The topic delivered within 150 minutes, then question and answer session about the productive economic business, 2) the topic delivered in 3 mean topics, they are: The important of productive economic business for PKH recipients, development strategy, and marketing strategy of small business, and 3) Practicing the pottery product by the social departmen of Jombang regency and submission of assistance to 25 participants in the form funds for entrepreneur development.

Result of the explanation topics and practice of pottery making are: 1) Enthusiastic participants showed the desire to conduct productive economic efforts at the family and village community, 2) the participants are also enthusiasts enough to know the right marketing strategy for their business continuity, 3) some participants want convenience or facilities to market their product, and 4) participants were enthusiastic enough in attending and practicing the manufacture of pottery crafts.

*Craftsmen Result
Pottery craftsmen result of Plandaan village*





4. Conclusion

The training program of productive economy that held by Social Department of Jombang are sufficient to provide benefits for participants, especially who want to build the business and already have a business. then, for their business success need :

1. After joining the training, the participants are expected to follow up by practicing the pottery making using the assistance that has been given by the social department of Jombang.
2. Hopefully, the result of training to be forwarded or shared to the business community at their village.
3. There is a need to have sustainability activities to evaluate the results of productive economic business training
4. It needs the training from current department to provide information access relating to the marketing of product results.

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